

# Isleta Boulevard Sector Development Plan

## Project Newsletter Volume 1

---

### Dear Residents of the South Valley:

I am pleased to announce the commencement of the Isleta Boulevard Sector Development Plan. This Bernalillo County project will affect all of us that live, work, and shop in the Isleta Boulevard Corridor. This is a wonderful opportunity to enhance and protect Isleta for future generations.

Isleta Boulevard is more than just a road – it represents our history, our culture, and our way of life. The Isleta Corridor is a showcase of our values, with its unique small businesses, beautiful agricultural parcels, and historic architectural styles. This is a corridor worth improving and safeguarding.

I encourage South Valley residents to participate in developing this plan for the Isleta Corridor, which will be formally adopted by the Board of County Commissioners. The Resource Center for Raza Planning is working with the County Planning Department to produce an effective plan for Isleta Boulevard. They will facilitate several public meetings and form a Community Advisory Committee to guide the work of this project.

**The first meeting will be Tuesday, September 21 at 6:30 p.m. at the Harrison Middle School cafeteria, 3912 Isleta SW.** I urge you to get involved in planning the future of Isleta Boulevard.

Sincerely,  
Steve D. Gallegos  
Commissioner, District 2

---

## The Isleta Boulevard Sector Development Plan

### *What is a Sector Plan?*

A sector plan is a detailed plan for future development in a small area, such as a neighborhood or corridor. It covers a range of issues, from economic development to design to zoning, and can be adopted as law.

### *Why is a Sector Plan important?*

Once the Isleta Sector Development Plan is adopted, future development in this area must abide by the guidelines and regulations set forth in the plan. Adoption of the plan ensures that development projects will enhance the existing character of the community and future jobs and services will meet residents' needs.

### *How can I get involved?*

Residents are invited to join a Community Advisory Committee (CAC) with the sector plan team. To learn more, feel free to contact RCRP at **877-3102** or **277-8526**. We look forward to hearing from you!

## Isleta Blvd: The Economic and Social Corridor of the South Valley

Isleta Boulevard is a corridor brimming with rich history and a unique sense of place. As we drive down Isleta today, we can see how the roadway has been used throughout its history - from family-owned farmland worked for generations, to the Old Armijo School and the new TVI campus, to the lively restaurants and businesses that add energy to the corridor. This variety of historical uses creates a unique visual landscape.

Isleta Boulevard has served as a trade route for indigenous peoples and Spanish explorers. Originally, the road linked great indigenous civilizations with regional trade centers in northern Chihuahua and Pueblo settlements along the Rio Grande. It was once known as the Chihuahua Trail. When the Spanish arrived in 1540, they renamed the route “El Camino Real” (The Royal Road). Traders traveled the route to reach the Southern markets of Mexico. The roadway provided spaces and opportunities for social interaction and a vital connection between the frontier and New Spain.

During the time of Spanish settlement in New Mexico, the roadway connected the Hispano villages established close to and along the roadway. By 1750, the South Valley had become a thriving economic center. With the establishment of the Santa Fe Trail in 1821, trade further developed along the roadway, as Anglo-Americans established economic ties to Mexico. In 1909, El Camino Real was designated as State Road 1 to recognize the roadway's history as the oldest and longest highway crossing New Mexico.

In 1926, State Road 1 was renamed U.S. Highway 85 and the Federal Highway Administration designated both Highways 85 and 66 as part of the new U.S. Transcontinental Highway. This brought a massive increase of use along Isleta Boulevard, as well as an increase of new building types built around the car, like motels, roadside cafes, and auto-related businesses. In the 1940s, Isleta Boulevard was a hub of economic activity hosting a variety of uses. By the 1950s, Albuquerque's population increase caused much of the agricultural land to be converted to residential use. Along the roadway, an increase of businesses to serve roadway-based residents was seen, and agricultural use directly along Isleta declined.

Today, despite continued rapid change along the corridor and increasing development pressures, Isleta Boulevard has managed to keep much of its semi-rural character and many of its historical qualities. This rich history will form the heart of the future Isleta Boulevard Sector Development Plan, as we prepare a document that will help preserve and enhance the unique sense of place that is precious to the South Valley.



Isleta Blvd. — — — — Major Roads — — — —

## What will Isleta Boulevard be like in Twenty Years?

In response to requests by community members, the Bernalillo County Zoning, Building, and Planning Department is initiating the Isleta Boulevard Sector Development Plan. The first public meeting is September 21, 2004 at Harrison Middle School. After this first meeting, a Community Advisory Committee will work with the County and the Resource Center for Raza Planning to plan the future of Isleta Boulevard.

How shall we build on the history of this corridor to plan its future? How can we meet the needs of residents while still maintaining its special character? These are some of the questions that you can help us answer through the Sector Development Planning Process.

How do you imagine Isleta Boulevard 10, 20 years from now? How do you see yourself and your family using the area? Think about these questions and join us on September 21 at 6:30 p.m. For more information, call:

- Resource Center for Raza Planning:  
877-3102 or 277-8526
- Bernalillo County Planning Department:  
Enrico Gradi @ 314-0385

---

## Isleta Boulevard Sector Development Plan

*Don't Forget!! ¡No lo Olvide!*  
Community Meeting / Junta Comunitaria  
September 21, 2004 6:30 P.M.  
Harrison Middle School Gymnasium  
3912 Isleta Blvd S.W.